

What is claimed is:

1. A system and method of using a computer to create and monitor a discount coupon marketing system for manufacturers and retailers to attract customers to their products by issuing redeemable electronic coupons from shopping cart return kiosks and stand-alone terminals in retail locations, the system comprising:

a wide area network for storing and disseminating a database of manufacturer's coupon information, said data base including computer and software means for collecting, storing, and disseminating individual logo, coupon redemption price, bar code and locations to which said information is transmitted,

a store process server operatively connected to said wide area network for managing terminals at cart corrals and updating corporate command and control database servers,

an in-store data base server operatively connected to said store process server, said in store data base server hosting the coupon system,

a store area network operatively connected to said store process server, a security firewall operatively connected and a security firewall operatively connected to said store area network, and

a store network having a store inventory database server, a plurality of point of sales terminals, and a plurality of coupon list printers available to store customers.

2. The system of claim 1 further comprising:
- an encoding means for creating an electronically readable coupon card, and
- electronic display means for displaying manufactured products, said display having a touch screen interface access means,
3. A method of using a computer to create and monitor a discount coupon marketing system for manufacturers and retailers to attract customers to their products by issuing redeemable electronic coupons from shopping cart return kiosks and stand-alone terminals in retail locations, said method comprising the steps of:
- inputting into the computer updateable database information concerning entities designated as manufacturers, a plurality of manufactured products, and discount information relating to said manufactured products,
- storing and disseminating a database of manufacturer's coupon information including individual logos, coupon redemption price, bar code and locations to which said information is transmitted,
- communicating said database information to a plurality of retailers,
- managing terminals at cart corrals and updating corporate command and control database servers,
- encoding an electronically readable coupon card,

displaying manufactured products on a touch screen interface, and

creating electronically readable coupon cards, and issuing said coupon cards selected on said touch screen.